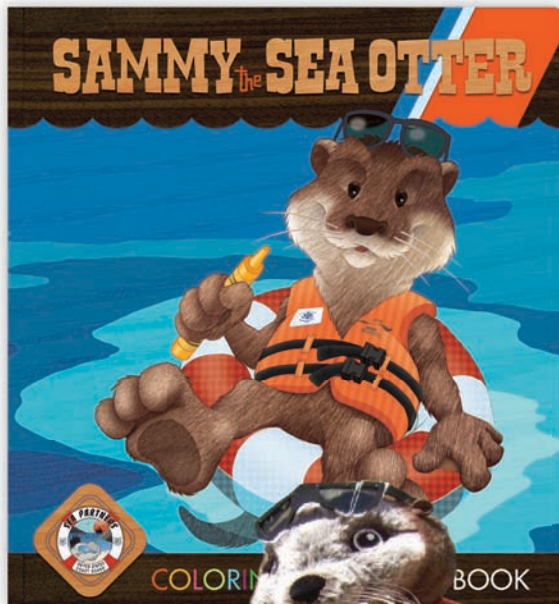


Promotional Campaign

Branding
Mascot Creation
Display Materials
Print Design



Promotional Campaign



Client:

United States Coast Guard

Project:

Sammy the Sea Otter

Objective:

Increase citizen awareness of boat safety, secure waterways and the use of life jackets. The Coast Guard wanted some banners and a backdrop for conventions and boat shows. Different shows had different audiences, so the themes of boat safety, secure waterways and life jacket use had to work together and also be interchangeable.

Solution:

GPO created a Coast Guard mascot—Sammy the Sea Otter. Two versions of the banner were created—one with Sammy, and one without. Bookmarks also were created that could be handed out at various events.

The Sammy mascot proved to be so popular that the Coast Guard had a costume made so Sammy could make “guest appearances” at events. Eventually, four Sammy costumes were produced for use throughout the country. A Sammy the Sea Otter coloring book also was created.

Other Coast Guard offices latched on to the banner/template design. That led to GPO developing other characters for a clean waterways campaign, etc. Because the characters were created by GPO rather than a commercial entity, the Coast Guard owns the rights to the Sammy Sea Otter character, and to the other characters. No usage fees are charged to the Coast Guard.



For additional information contact us at:

GPO Sales and Marketing at **202.512.1904** and speak to a National Account Manager

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